



The sum of the parts: Can we really reduce carbon emissions through individual behaviour change?

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Abstract:

Individuals are increasingly being urged to 'do their bit' in the fight against climate change, with governments and pro-environmentalists insisting that the collective impact of small behaviour changes will result in a meaningful reduction in global carbon emissions. The following paper considers this debate, as well as offering personal contributions from two leading environmentalists: Dr Doug McKenzie-Mohr, environmental psychologist and author of *Fostering Sustainable Behavior: Community-Based Social Marketing*; and Dr Tom Crompton, change strategist for WWF and co-author of *Meeting Environmental Challenges: The Role of Human Identity*, who argues for the role of intrinsic value systems in achieving sustainable behaviour change. As well as considering the responsibility of the individual in mitigating climate change, the paper introduces the discipline of social marketing as an effective tool for facilitating individual behaviour change, drawing on evidence from the field to recommend the key characteristics of effective behaviour change programmes.

Resource Description

Communication:

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Communication Audience:

audience to whom the resource is directed

Policymaker, Public

Exposure :

weather or climate related pathway by which climate change affects health

Unspecified Exposure

Geographic Feature:

resource focuses on specific type of geography

None or Unspecified

Climate Change and Human Health Literature Portal

Geographic Location:

resource focuses on specific location

Non-United States

Non-United States: Europe

European Region/Country: European Country

Other European Country : United Kingdom

Health Impact:

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

Mitigation/Adaptation:

mitigation or adaptation strategy is a focus of resource

Mitigation

Resource Type:

format or standard characteristic of resource

Research Article, Review

Timescale:

time period studied

Time Scale Unspecified